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# Montréal Communiqué

For release at will

YMCA STEPS UP TEMPO
OF NATIONAL FITNESS DRIVE

A high-ranking Federal Cabinet Minister and an important civil servant will next Friday, September 5th, participate in a YMCA-initiated drive to reverse the near-crisis trend towards physical unfitness in Canada.

As part of the campaign, Treasury Board President C.M. Drury will start a contingent of YMCA fitness program participants on a non-stop 24-hour run.

The send-off will also involve Louis E. Lefaive, head of the Department of National Health & Welfare's Fitness & Amateur Sports Directorate.

The race against time is to get underway at 12:30 p.m., in Alexis Nihon Plaza, located at the northwest corner of St. Catherine and Atwater Streets.

The runners will include some men in their 80s, as well as grade-school-age youngsters and, hopefully, a number of women. Together, they plan to cover at least 1,001 miles during the round-the-clock marathon.

The entire distance will be logged in Alexis Nihon Plaza to help demonstrate how the YMCA is making it possible for thousands of Montrealers to enjoyably channel part of their leisure time into fitness-developing activities.

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New emphasis of YMCA fitness programs is mainly on maintaining youthfulness, stregthening functional capacity and, perhaps of most importance to those over age 30, on minimizing the risks of premature cardiovascular deterioration.

During the 24 hours ending September 6th at 12:30 p.m., YMCA members will also demonstrate their proficiency in such recreational sports as gymnastics, judo and fencing.

The program also includes a fitness-testing clinic.

After the start of the run on Friday, there will be a luncheon for news media representatives in the Maindenhead Inn, on the Metro level of Alexis Nihon Plaza.

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